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**Listing of the Claims**

1. (Currently Amended) A method comprising:  
  
creating a program schedule that includes a listing for a television program that  
  
has supplementary content provided as an enhancement transmitted in association  
with the program;  
  
associating a predefined unique symbol with a type of the supplementary content;  
and  
  
providing the predefined unique symbol in association with the listing in the  
program schedule.
2. (Canceled).
3. (Canceled).
4. (Original) The method of claim 1 wherein the predefined unique symbol is a text  
string.
5. (Canceled).
6. (Original) The method of claim 1 wherein the predefined unique symbol is a  
graphic symbol.
7. (Original) The method of claim 1 wherein the predefined unique symbol is an  
image.
8. (Original) The method of claim 1 further comprising distributing the program  
schedule.
9. (Original) The method of claim 8 further comprising:  
  
printing the program schedule in a publication; and  
  
printing the predefined unique symbol in the publication.

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10. (Original) The method of claim 8 further comprising:
- transmitting the program schedule; and
  - transmitting the predefined unique symbol.
11. (Original) The method of claim 10 further comprising transmitting data which when accessed by a machine causes the machine to display an animated version of the predefined unique symbol.
12. (Original) The method of claim 8 further comprising:
- making the program schedule available on the World Wide Web; and
  - providing the predefined unique symbol in association with the listing in the program schedule on the World Wide Web.
13. (Original) The method of claim 12 further comprising:
- providing a selectable element in association with the predefined unique symbol on the World Wide Web; and
  - enabling provision of the supplementary content in response to selection of the selectable element by a user.
14. (Currently Amended) A method comprising:
- receiving a program schedule, the program schedule further comprising:
    - a listing for a television program that has supplementary content provided as an enhancement transmitted in association with the program; and
    - a predefined unique symbol in association with the listing, where the predefined unique symbol is associated with a type of the supplementary content; and
  - sending the program schedule to a display.

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15. (Original) The method of claim 14 further comprising:

receiving a signal corresponding to selection of the predefined unique symbol by a user; and

communicating with a device, causing it to present the supplementary content in response to the signal.

16. (Original) The method of claim 14 further comprising:

receiving an animated version of the predefined unique symbol; and  
sending the animated version of the predefined unique symbol to the display.

17. (Currently Amended) A method comprising:

distributing a television program to an audience, where the program has  
supplementary content provided as an enhancement transmitted in association  
with the program;

distributing the supplementary content to the audience, where a type of the  
supplementary content is associated with a predefined unique symbol; and  
providing listing information for the program.

18. (Canceled).

19. (Canceled).

20. (Original) The method of claim 17 wherein the predefined unique symbol is a text string.

21. (Canceled).

22. (Original) The method of claim 17 wherein the predefined unique symbol is a graphic symbol.

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23. (Original) The method of claim 17 wherein the predefined unique symbol is an image.
24. (Currently Amended) An apparatus comprising:
- a receiver to receive a transmission comprising a program schedule, the program schedule further comprising:
    - a listing for a television program that has supplementary content as provided as an enhancement transmitted in association with the program; and
    - a predefined unique symbol in association with the listing, where the predefined unique symbol is associated with a type of the supplementary content;
  - a display component coupled to the receiver to display the program schedule on a display device and to display the predefined unique symbol on the display device.
25. (Original) The apparatus of claim 24 further comprising:
- an input device to receive a signal corresponding to selection of the predefined unique symbol on the display device by a user; and
  - a content delivery component to provide the supplementary content in response to the signal.
26. (Currently Amended) A tangible machine accessible medium comprising data that when accessed by a machine causes the machine to perform actions according to the method of claim 14.

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27. (Currently Amended) A tangible machine accessible medium comprising data that when accessed by a machine causes the machine to perform actions according to the method of claim 15.

28. (Currently Amended) A tangible machine accessible medium comprising data that when accessed by a machine causes the machine to perform actions according to the method of claim 16.